Using Tumblr to Promote Documenting Modern Living: Digitizing the Miller House & Garden Collection

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The Miller House & Garden Collection, 1953-2009

20,000 paper documents

1,500 arch. drawings

900 photos

700 material samples
Social Media Outreach with Tumblr
Branding Your Collection/Project

- Choose a recognizable avatar that is representative of the collection or institution

- Include branding from your own institution
Our avatar for “Documenting Modern Living” on Tumblr is a textile sample of Alexander H. Girard’s Quatrefoil design for Herman Miller in 1954. The fabric is plain Froté, and the color is identified as #627. Girard selected this fabric for the curtains in a girl’s bedroom (room #34).

Detail of textile sample (5 1/2 x 5 1/2 in.) of Quatrefoil by Alexander H. Girard for Herman Miller, 1954, 91/61, Miller House and Garden Collection, IMArchives, Indianapolis Museum of Art, Indianapolis, Indiana. (WHA_0901_0651_002)

Documenting Modern Living: Digitizing the Miller House & Garden Collection

1st Tumblr post

Descriptive & explanatory caption

Preferred citation

Metadata tagging
Miller House and Garden Collection, 1953-2009 | Indianapolis Museum of Art Archives

Title: Miller House and Garden Collection, 1953-2009
ID: M/003
Extent: 335.9 Linear Feet

Scope and Contents:
NOTE: Due to a generous grant from the National Endowment for the Humanities (NEH), this collection is being digitized and will be available in the Spring of 2014. Until then, please follow along on our blog where we feature highlights from the collection: Documenting Modern Living: Digitizing the Miller House and Garden Collection [http://www.imamuseum.org/digitizingmillerhouseandgarden]


A large portion of the collection consists of the six folders of paper documents. The files include receipts, invoices, notes, lists, and inventories relating to every aspect of the property. The Millers consulted with the designers over the years as their needs changed and at the house required updating.

The collection also includes a large quantity of photographs. Many are copies of professional and nationally renowned architectural photographers such as Balthazar Korab. Some images document renovations, repairs, and other changes to the house and garden.

The architectural drawings consist of 1950s blueprints of the original house and gardens, as well as plans related to renovations and repairs through 2009. Many of the Millers’ blueprints have hand-written annotations from the designers. The documentation also includes some original sketches of the house and garden. Many of Girard’s original drawings for rugs, textiles, and other interior design elements are also housed in the collection.

The collection contains many textile samples related to the interior design and decor of the home. In the collection are samples from the original 1950s upholstery, rugs, and other materials used to decorate the interior. Many were specifically designed by or chosen by Alexander Girard. Some small samples are attached to pages of paper with detailed notes. Also included are three-dimensional objects such as samples of marble for the tabletops and the interior walls.

On-line Images/Records
Detailed Description
Series I: Files
Series II: Photographs
Series III: Drawings
Series IV: Material Samples
Series V: Non-Miller House Materials

Staff Information
Storage Locations:

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Why Tumblr?
Tumblr’s Dashboard

- Avatar
- "Share anything"
- Feed
- Analytics
- Drafts function
Want to know more?

- Setting up a Tumblr page
- Selecting content
- Tagging methods
- Methods for quantifying success
- Using other social media platforms to promote Tumblr posts